REMARKS/ARGUMENTS

In view of the amendments and remarks herein, favorable reconsideration and allowance of this application are respectfully requested. By this Amendment, claim 7 has been amended. Thus, claims 7-14 are pending for further examination.

Claim 7 remains rejected under 35 USC 103(a) as being obvious over Wilder (US 5,408,417) in view of Schelberg, Jr. et al. (US 5,812,643) and Martin et al. (US 5,355,302). For at least the following reasons, Applicant respectfully submits that the applied prior art fails to teach or suggest the combination of claimed features.

Official Notice was taken in the Office Action of September 10, 2004 that it is old and well known to utilize multitask operating systems for controlling dynamic digital systems. While this statement appears to be correct in a certain sense (e.g. the Windows multitask operating system for personal computers existed at the time of the invention), Applicant objects to its overly broad application. The claims pertain to audiovisual reproduction systems, and multitask operating systems were not known to such systems. Accordingly, one of ordinary skill in the art at the time of the invention would not have considered modifying a traditional audiovisual reproduction system to include a multitask operating system. Thus, while the Official Notice may be technically accurate, its application is factually inappropriate.

Wilder appears to suggest looping a VHS tape of promotional material until a start button is pressed, at which point a user can navigate through successive menus to order tickets for an event. Martin is introduced, as allegedly teaching that images relating to the instance of media can be shown at the same time that the media is played. The alleged combination thus would display digital images corresponding to the instance of media being reproduced until a button were pressed, at which point a user could enter required information and order tickets thereafter.

Applicant respectfully submits that even if this alleged combination were appropriate, it still would not render obvious the invention defined by the claims. That is, even if one of ordinary skill in the art were to replace a VHS player and a VHS tape with instances of downloadable (from Schelberg) digital media, thus eliminating significant mechanical components and replacing them with complicated communications and digital audiovisual reproduction equipment, the combination still would not render obvious the invention defined by the claims. For example, claim 7 requires "an input area being displayed on the touch screen when the touch screen displays the images and/or animations of the artistic event that has been determined by the detector, said input area being provided to be touched by the user and activating a subroutine which displays an interface screen that can be directly used to input information required to book and/or order a ticket for the artistic event displayed." Thus, the detector as recited in claim 7 is, inter alia, operable to determine which images and/or animations should be displayed and to determine the artistic event for which tickets should be purchased. This system is advantageous because, for example, a user can purchase tickets quickly and easily without have to navigate through complicated menus before supplying the required information, with the advertisements being remotely updated and potentially changing based on the instance of media being reproduced.

In contrast, even if the alleged combination included a detector and an input area, it only would display images pertaining to the currently selected instance of media. The user then would have to navigate through a series of menus. Thus, even though images and/or animations particular to the playing instance of media would be displayed, such pieces of required information essentially would need to be reentered by the user. At least in this respect, the prior art of record is not dynamic insofar as it requires the duplication of required information (e.g. it

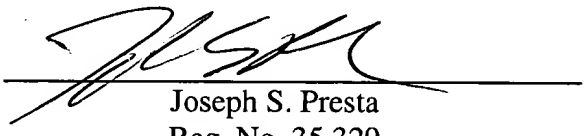
does not dynamically supply required information based on, for example, information from the detector). Thus, Applicant respectfully submits that the above-recited limitations are not met by the prior art of record.

Claim 7 is alternatively rejected under 35 USC 103(a) as being obvious over Martin in view of Wilder and Schelberg. For substantially the same reasons as those set forth above, Applicant respectfully submits that the prior art of record does not render obvious the invention defined by the claims. Applicant also respectfully submits that dependant claims 8-14 are allowable at least by virtue of their dependence from allowable currently amended independent claim 7.

In view of the amendments and remarks herein, Applicant believes that the claims herein clearly and patentably distinguish the prior art of record and are in condition for allowance. Thus, favorable reconsideration and allowance of this application are earnestly solicited.

Respectfully submitted,

NIXON & VANDERHYE P.C.

By: 

Joseph S. Presta
Reg. No. 35,329

JSP:jr
901 North Glebe Road, 11th Floor
Arlington, VA 22203-1808
Telephone: (703) 816-4000
Facsimile: (703) 816-4100